

Communications Committee Report

AGM 2017 - May

The top 3 marketing goals 2016/2017

Communications team for this past year were around promotion of *Seussical the Musical* and creating a marketing platform for future shows. Specifically:

1. Sell 75% of the tickets for the show.
2. Explore and determine effective marketing channels
3. Clearly document our marketing plan and results for future reference.

We are proud to say we achieved all our goals!

Sell 75% of the tickets for the show.

92% of the house for *Seussical* was full at 3212 tickets.

- 42% Adults
- 25% Children
- 29% Promo tickets
- 3% Comps

Explore and determine effective marketing channels

We used two methods in order to figure out how people learned about the show.

- A) Unique promo codes were used for each marketing channel before Christmas in order to track ticket sales.
- B) We also surveyed people during the show and specifically asked them how they heard about the show.

SOCIAL MEDIA

In both surveys 39% of people said they heard about the show through social media. It should be noted that Social Media was also our largest budget item. 26% of the promo tickets and 30% of the audience survey were sold via the Cast and Crew.

Social media, both free and paid was a large part of our marketing plan. We created several videos one of which was seen over 75,000 times, graphics and cast photos that were shared on Facebook (2365 fans), Twitter (619 followers), Instagram (276 followers) and SnapChat.

SPECIAL EVENTS

The committee also focused on creating a presence at events like a Kitchener Rangers game, Probus Club, Waterloo Public Library reading time with special guest Horton and The Cat in the Hat, Conestoga Mall, Ayr Christmas Walk and the Santa Claus Parade.

Clearly document our marketing plan and results for future reference.

A detailed marketing plan was created and approved by the board for this show. Following the show the results were collected and will be available for next year's marketing committee so they can improve on this year's results.

Looking ahead to 2017/2018

We are already thinking of creative ways of promoting *Shrek* and are looking at a redesign of KWMP.ca.

A look and feel has already been developed, we have announced the show on social media and e-news and have promoted creative team submissions.

We are looking forward to an equally successful 2017/2018 season with Shrek!

The Communications committee is always looking for people to join the team, if you are interested please let us know at Marketing@kwmp.ca

2016-2017 Communications Committee

Brenden Sherratt (Chair)

Kelly Legault

Diana Barber